

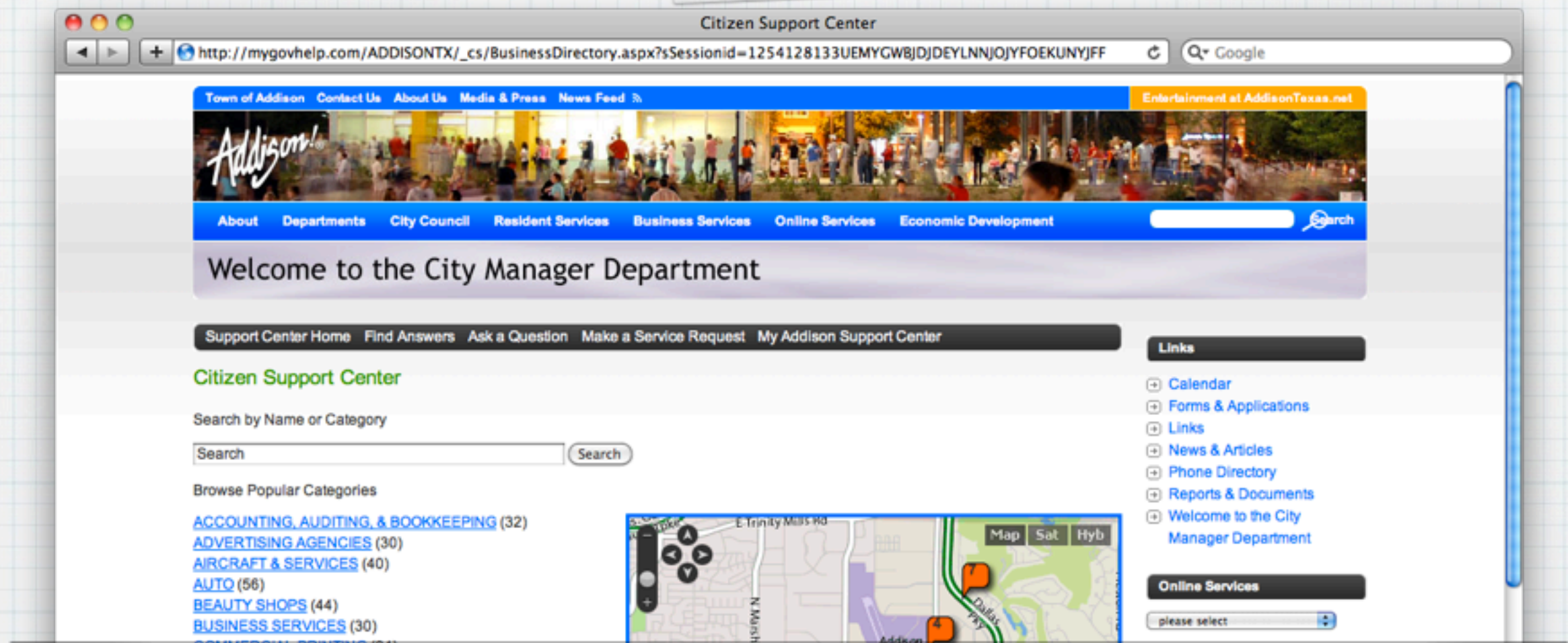


**Welcome to Addison's Spring
2011 Town Meeting**



We're Social!
Let's chat!





Explore Addison's "Shop Addison" program on the Town's website

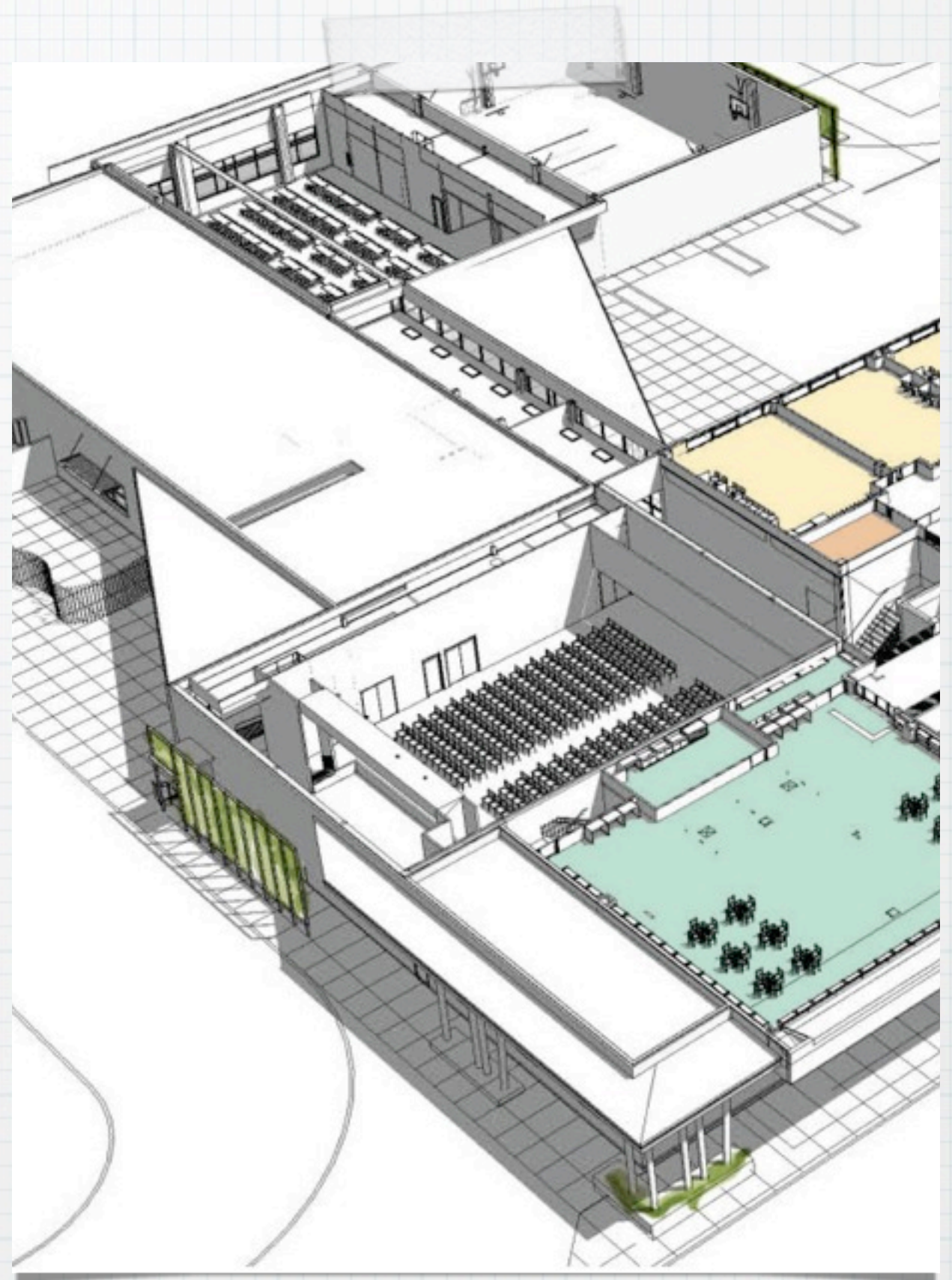
GHW Bush Elementary

"Coffee With Principal
Shavannia Dash"

April 20, 2011

6:30 PM

Addison Athletic Club



Taste Addison 2011

May 20-22, 2011

Third Eye Blind, Tracy
Lawrence, Chris Young, The
Kildares and more!



National Volunteer Week

April 10-16, 2011



Experience Addison's newest event!

"Songwriter Saturdays"
every weekend in June in
Beckert Park

Enjoy the sounds of some of
Addison and DFW's best up-
and-coming talent





Craft Guild classes now enrolling
More info at craftguildofdallas.com



Remember to Vote!
Addison Municipal Election
Saturday, May 14



**Addison's Community
Spring Garage Sale
Saturday, May 7 - Sam's parking lot**



Addison! State ^{of} the Town ^{Spring 2011}

CONSISTENCY

in Leadership and Services



CONSISTENCY



Fiscal Management



Public Safety



Economic Development



Aviation



Major Infrastructure Projects



Hosting Visitors



Hosting Residents



Public Communication

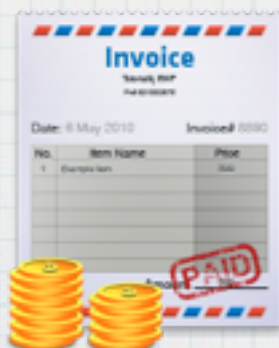


Education



Fiscal Management

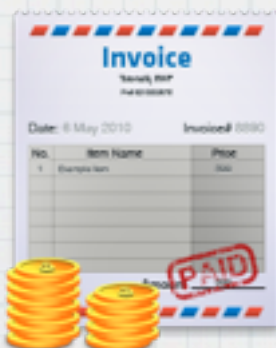
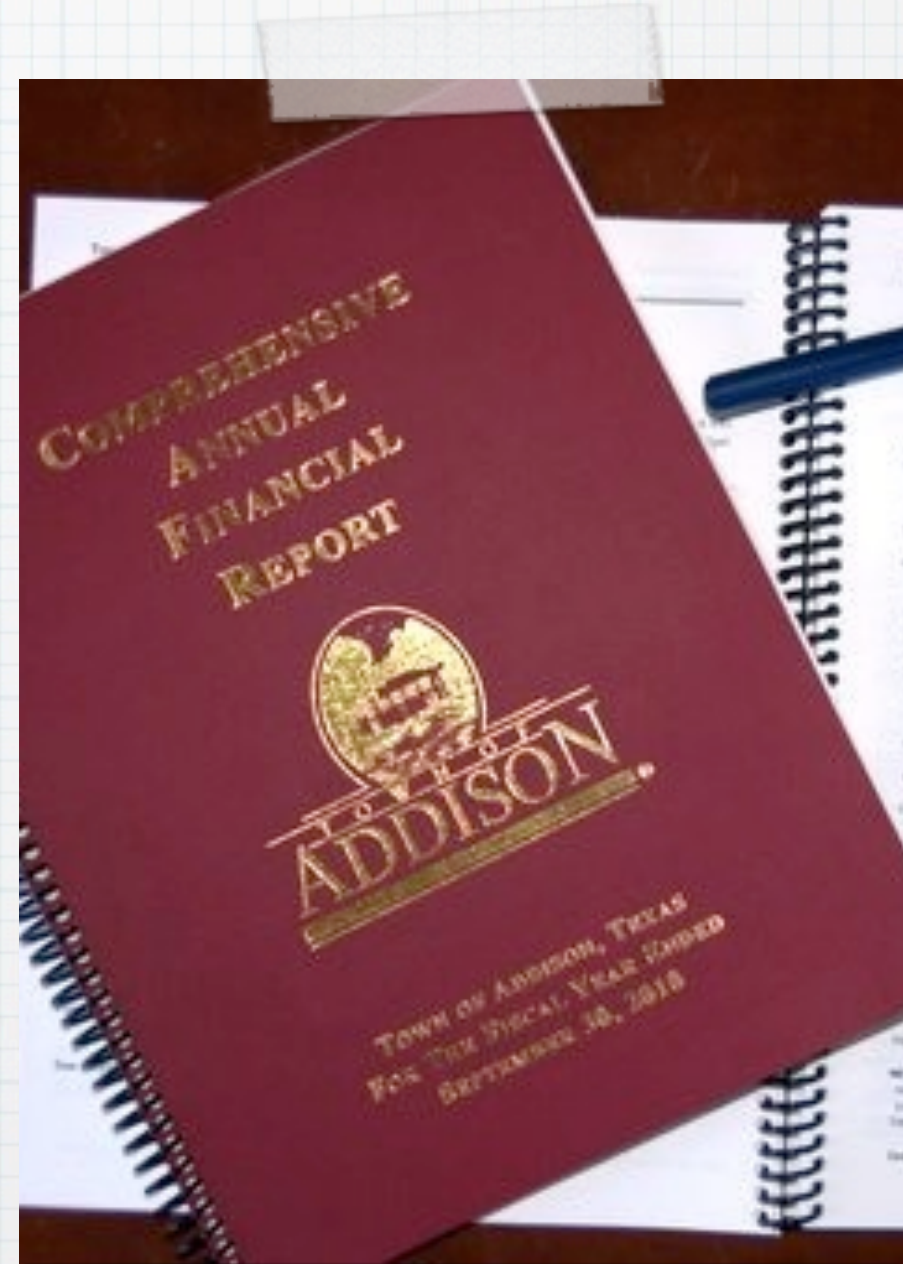
Our Finances are Strong!



2010/2011 Annual Budget Book

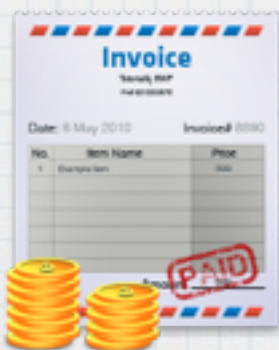
CAFR

- * Yearly independent audit: Comprehensive Annual Financial Report



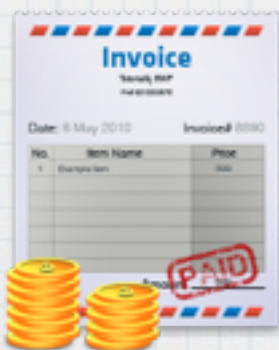
CAFR highlights

- * Net assets increased \$3.3 million
- * End of FY 2010 —
General Fund balance: \$10.9 million
- * General Fund expenditures decreased
\$1.9 million from FY 2009



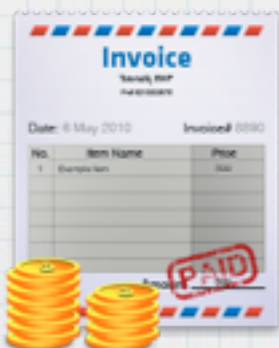
CAFR highlights

* See the CAFR online
(Finance department section
of AddisonTX.gov)

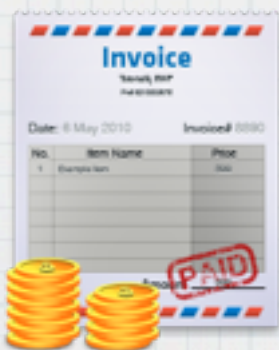


The Budget

- * Process begins April 27th, ends in September this year
- * Ample public budget work sessions over the summer
- * All budget meetings will be posted on AddisonTX.gov



Tax Rate Comparison

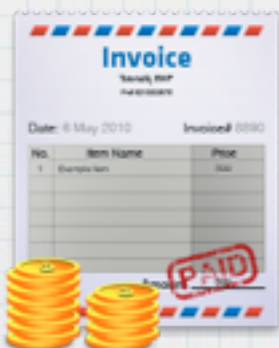


| | 20.0¢ | 50.0¢ | 80.0¢ |
|-----------------|---------|------------|----------|
| Dallas | | | 79.7¢ |
| Duncanville | | | 73.7692¢ |
| DeSoto | | | 73.512¢ |
| Garland | | | 70.46¢ |
| Coppell | | | 69.046¢ |
| Cedar Hill | | | 67¢ |
| Grand Prairie | | | 66.9998¢ |
| Seagoville | | | 66.5¢ |
| Mesquite | | | 64¢ |
| Richardson | | | 63.516¢ |
| Carrollton | | | 61.7875¢ |
| Irving | | | 57.61¢ |
| Addison | | 53¢ | |
| Farmers Branch | | 52.95¢ | |
| Plano | | 48.86¢ | |
| Sunnyvale | | 40.7962¢ | |
| University Park | 27.845¢ | | |
| Highland Park | 22¢ | | |

Tax rates are expressed as cents per \$100 of taxable values.

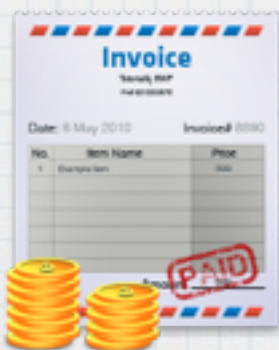


Bond Election



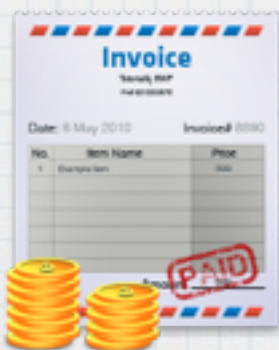
Bond Election

- * Possibly held Nov. 2011, or May 2012
- * Last approved election was in Feb. 2000
- * Bond Committee comprised of citizens
- * Voters approve the bond initiative —
City Council acts to authorize



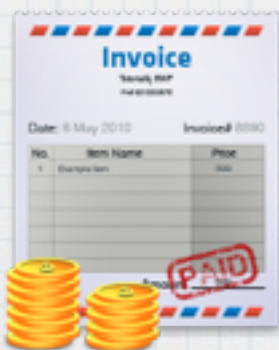
Process (nuts & bolts)

- * Needs identified
- * Election held with voters
- * Town coordinates with financial advisors
- * Council passes Ordinances
- * Town obtains updated credit rating
- * Schedules set for sale of debt
- * Competitive bids are awarded for projects
- * Bond proceeds are obtained and invested



Addison's Credit Rating

- * Rating is very important
(two primary agencies asses: Standard & Poor's and Moody's)
- * S&P rating is AAA
- * Moody's rating is Aa1
- * Both superior ratings!





Public Safety

Fire

- * New mapping program added
- * American Heart Association - Dallas Caruth Initiative



Fire

- * New data transmission system — ECG's to hospitals in real-time
- * New ambulance coming in April (replaces Medic 101)



Fire

- * Ensure personnel receive most up-to-date training
- * Many great stories of excellence and leadership



Police

- * Hotel Business Retention Unit
- * Public Safety Radio replacement
- * New grant funded Livescan Fingerprint system in Jail





Economic Development

Economic Development

- * 2010 — City Council formed subcommittee:
- * Look at economic situation
- * Develop strategy



Economic Development

- * Hire firm to help articulate strategy tailored to Addison
- * TIP Strategies employed
- * First step: Hire a professional to guide Economic Development



Economic Development

- * We've done that:
 - * Mr. Orlando Campos will serve as Director of Economic Development



Economic Development

- * Some very good, positive developments have happened.

We'd like to share a few with you.





USAA



Meridian Townhomes



Doctors' Office



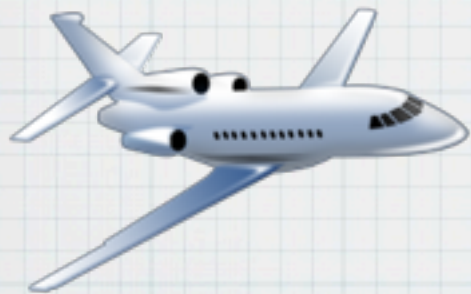
Addison Walk Expansion



Aviation — Addison Airport

Repaving Runway

- * Construction to start Monday 4/11/2011 - TODAY!
- * Completion scheduled for 8/15/2011



EMAS Feasibility Study

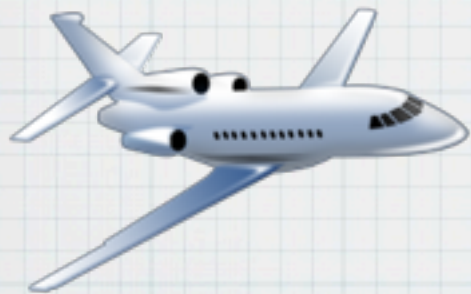
(Engineered Materials Arresting System)

- * To be completed
8/3/2011
- * Cost is \$100,000



Engineering / Design of EMAS

- * Design in 2012 followed by construction in 2013
- * Cost is \$400,000



Reconstruction of Taxiway Alpha

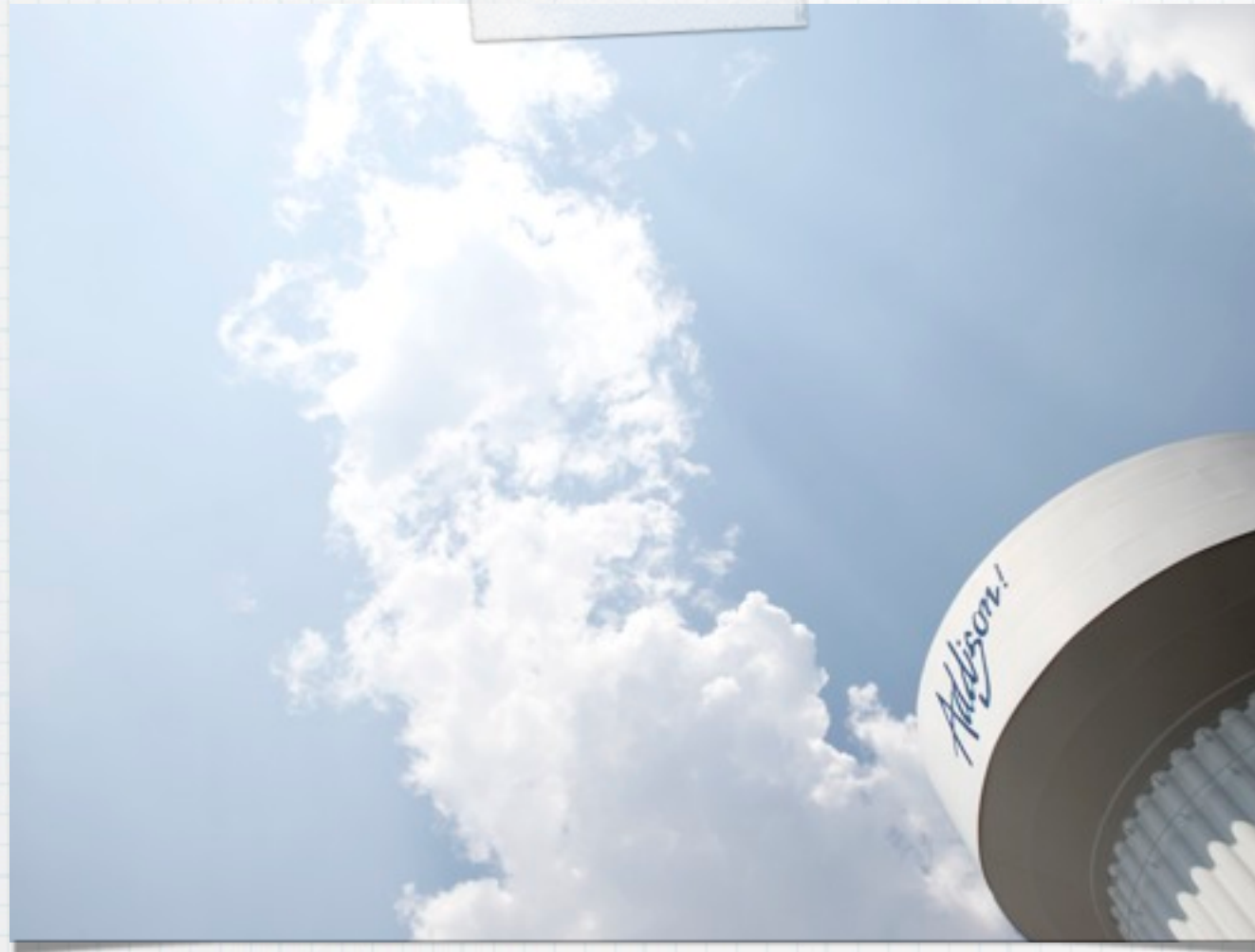
- * Expected to start next year, 2012
- * Cost is \$4.6 million



Update Airport Master Plan

- * Airports are developed and maintained in accordance with an FAA-approved Master Plan
- * Cost is \$275,000





Major Infrastructure Projects





Surveyor 1.5 Million Gallon Elevated Tank

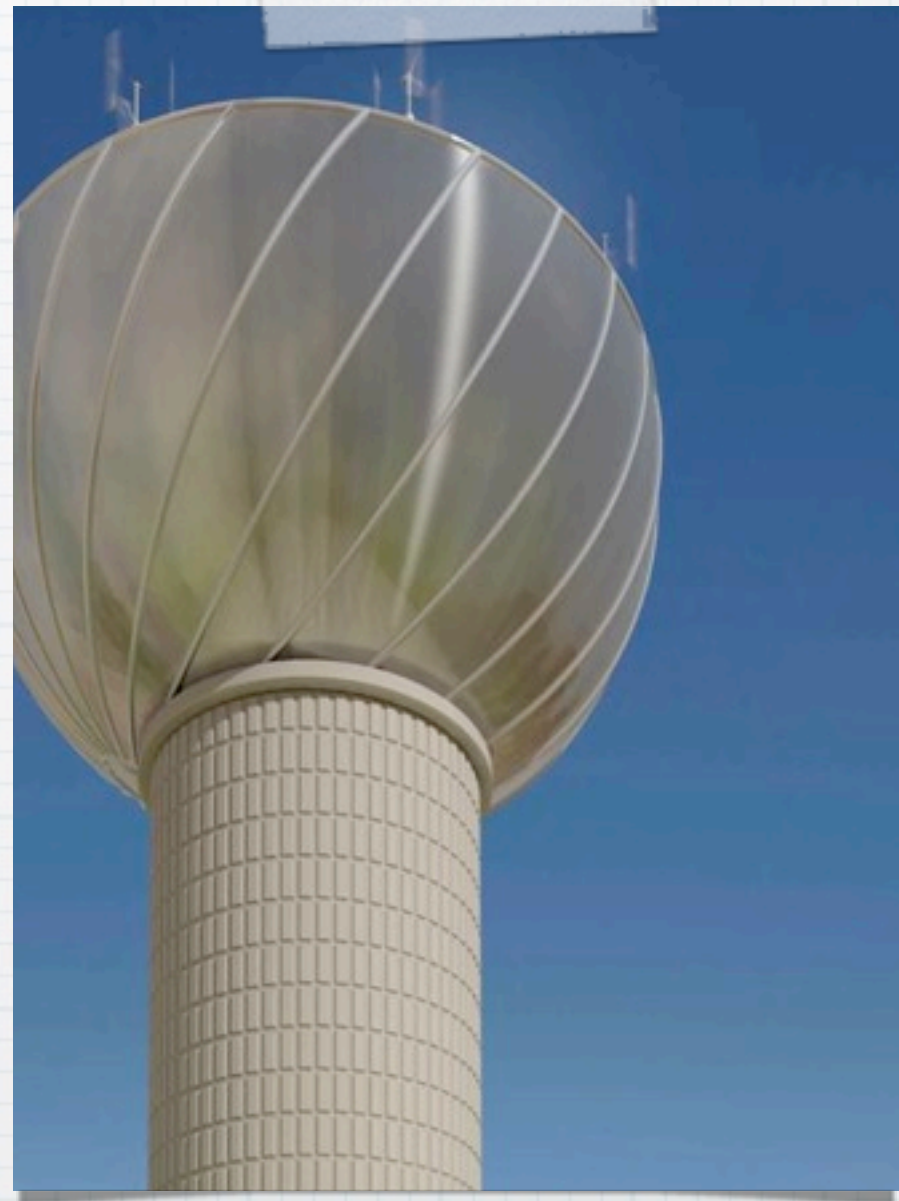
Surveyor 1.5 Million Gallon Elevated Tank

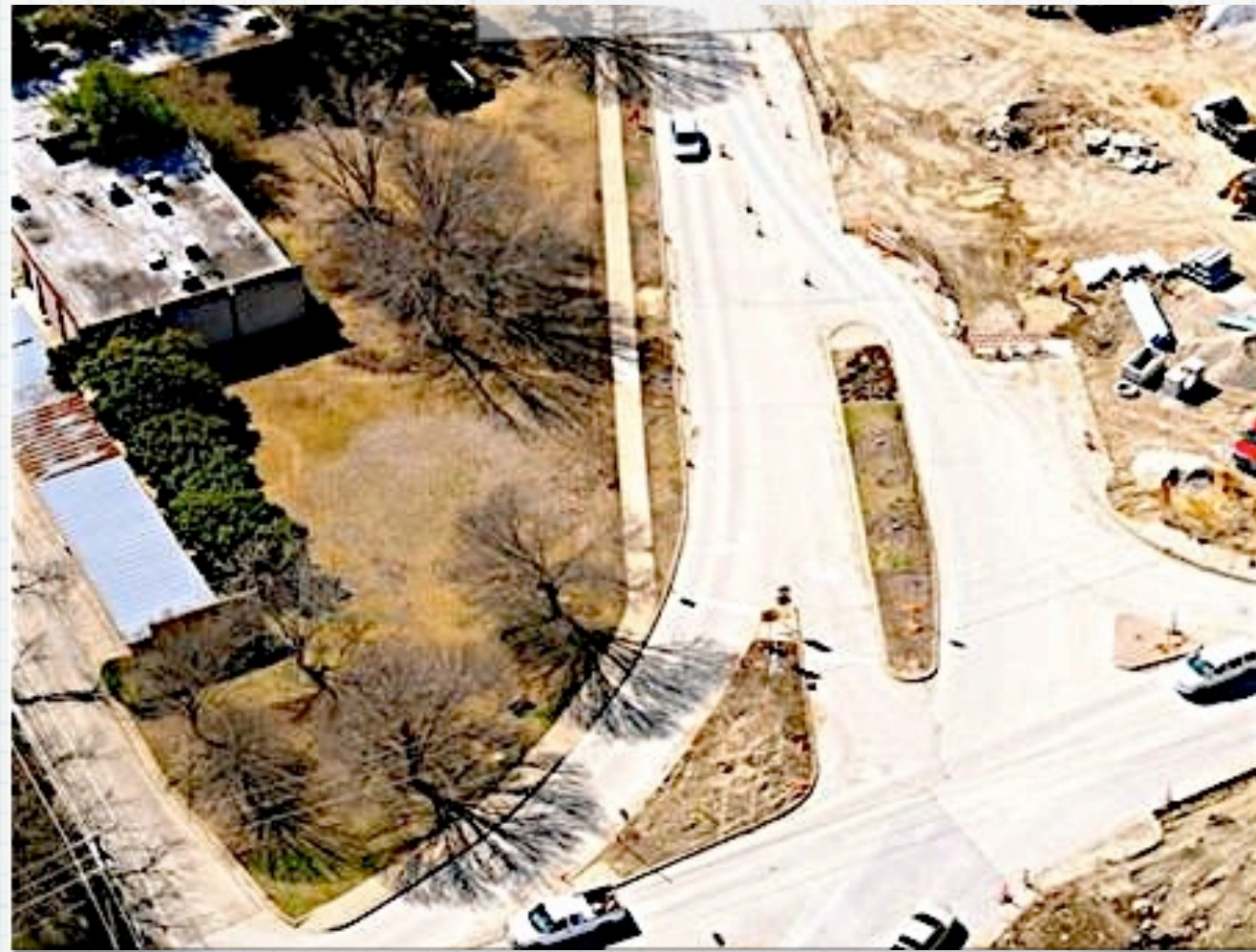
- * 10 wind turbines mounted on top and a learning center in the base of the tower



Surveyor 1.5 Million Gallon Elevated Tank

- * The town awarded the contract on February 22, with construction scheduled to finish August, 2012





Spring Valley Intersection Reconstruction

Spring Valley Intersection Reconstruction

- * Design and reconstruction of Spring Valley Rd. and Vitruvian Way intersection in front of George HW Bush Elementary:
- * Four lane divided cross section per the Town's Thoroughfare Plan



Spring Valley Intersection Reconstruction

- * Paving, drainage, water, sanitary sewer, electric, gas, telecommunications, street lighting, landscape and streetscape improvements



Spring Valley Intersection Reconstruction

- * Complete in time for the opening of the new George H. W. Bush Elementary School





VITRUVIAN PARKSM

IN ADDISON



Vitruvian Park

Vitruvian Park

- * Generated by the redevelopment of the Brookhaven area, this multi-phase project includes:



- * Complete reconstruction of Vitruvian Way, replacing all pavement, drainage, and utility infrastructure

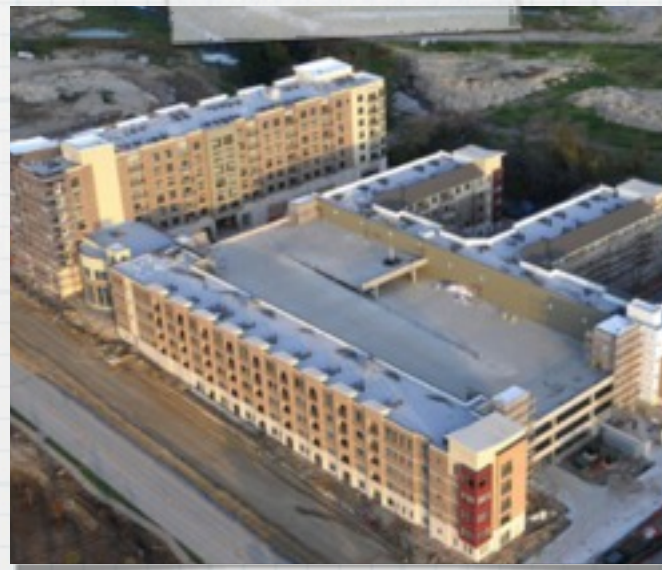


- * Streetscape, sidewalks and new street lighting

Vitruvian Park

- * Generated by the redevelopment of the Brookhaven area, this multi-phase project includes:
- * 2 vehicular bridges, a pedestrian bridge
- * a 12 acre public park with jogging trails







Belt Line Road Redo

Belt Line Road Redo

- * We're going to "STREETSCAPE" along Belt Line



Belt Line Road Redo

- * Why?
 - * Major commercial corridor
 - * Keeps restaurants strong
 - * Helps us compete

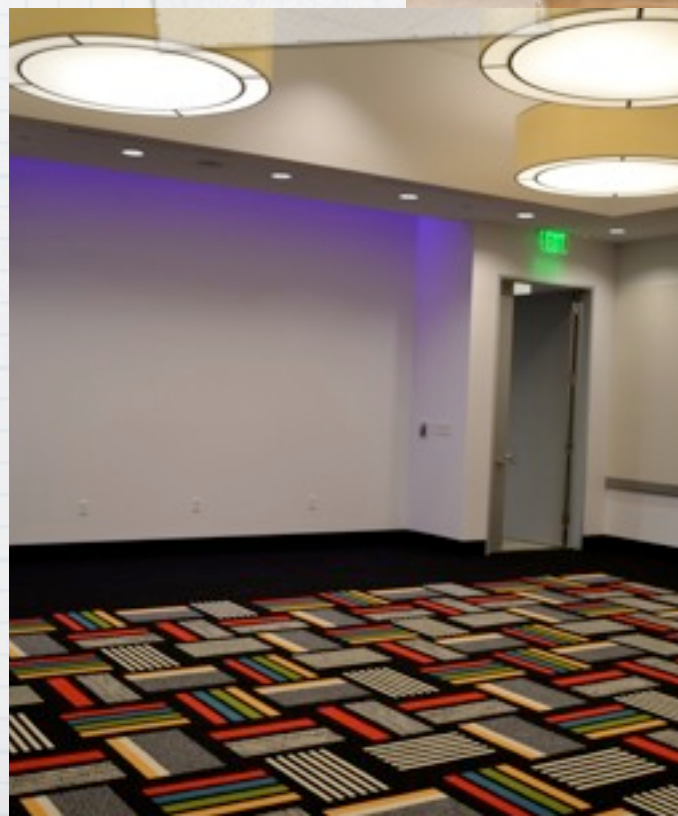




Hosting Visitors

Visit Addison!

Starts receiving visitors
on April 18



Visit
addison
Visitor Services • Artisan Center

Visit Addison!

The Craft Guild —
more than 50 years!
craftguildofdallas.com



The Craft Guild

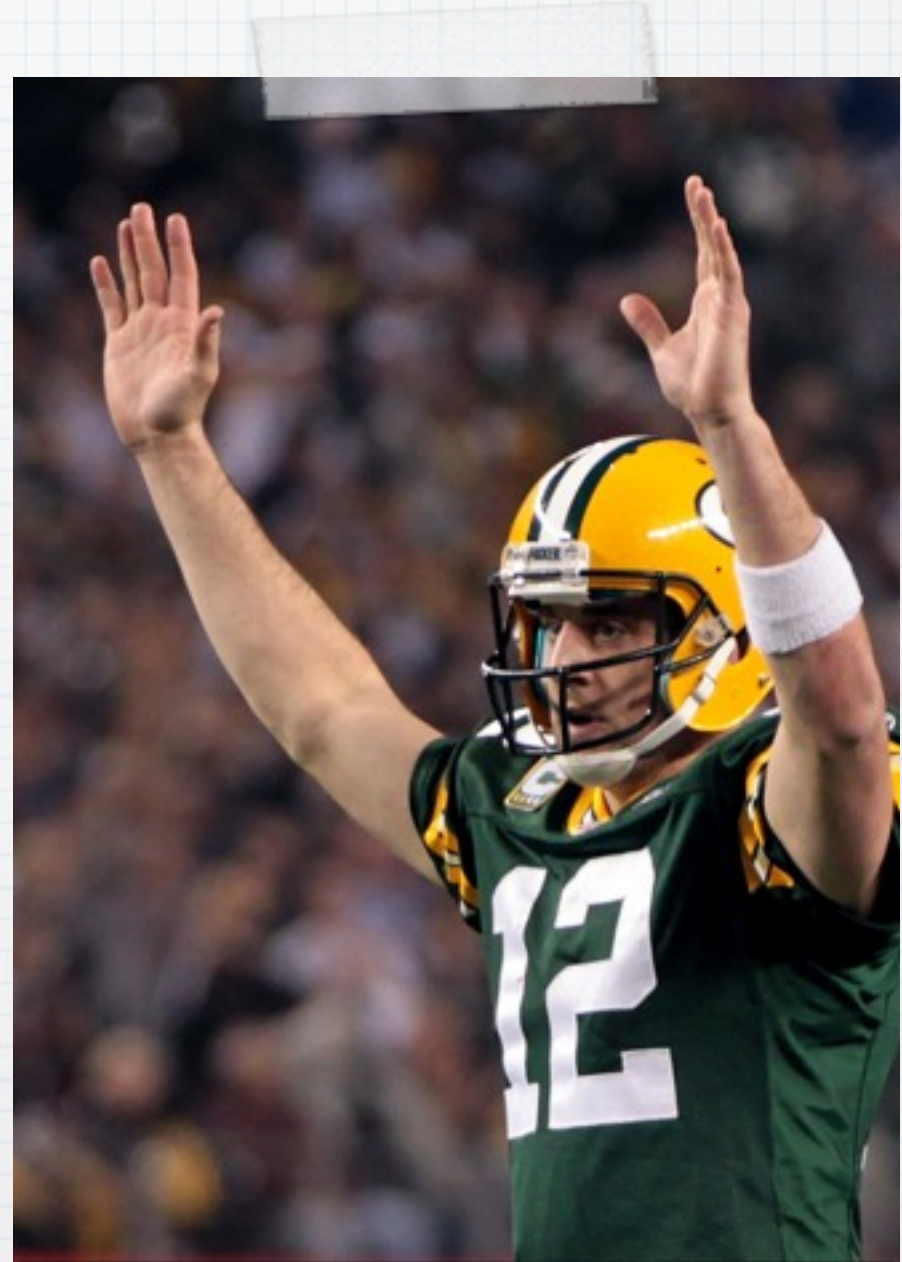




Super Bowl Recap

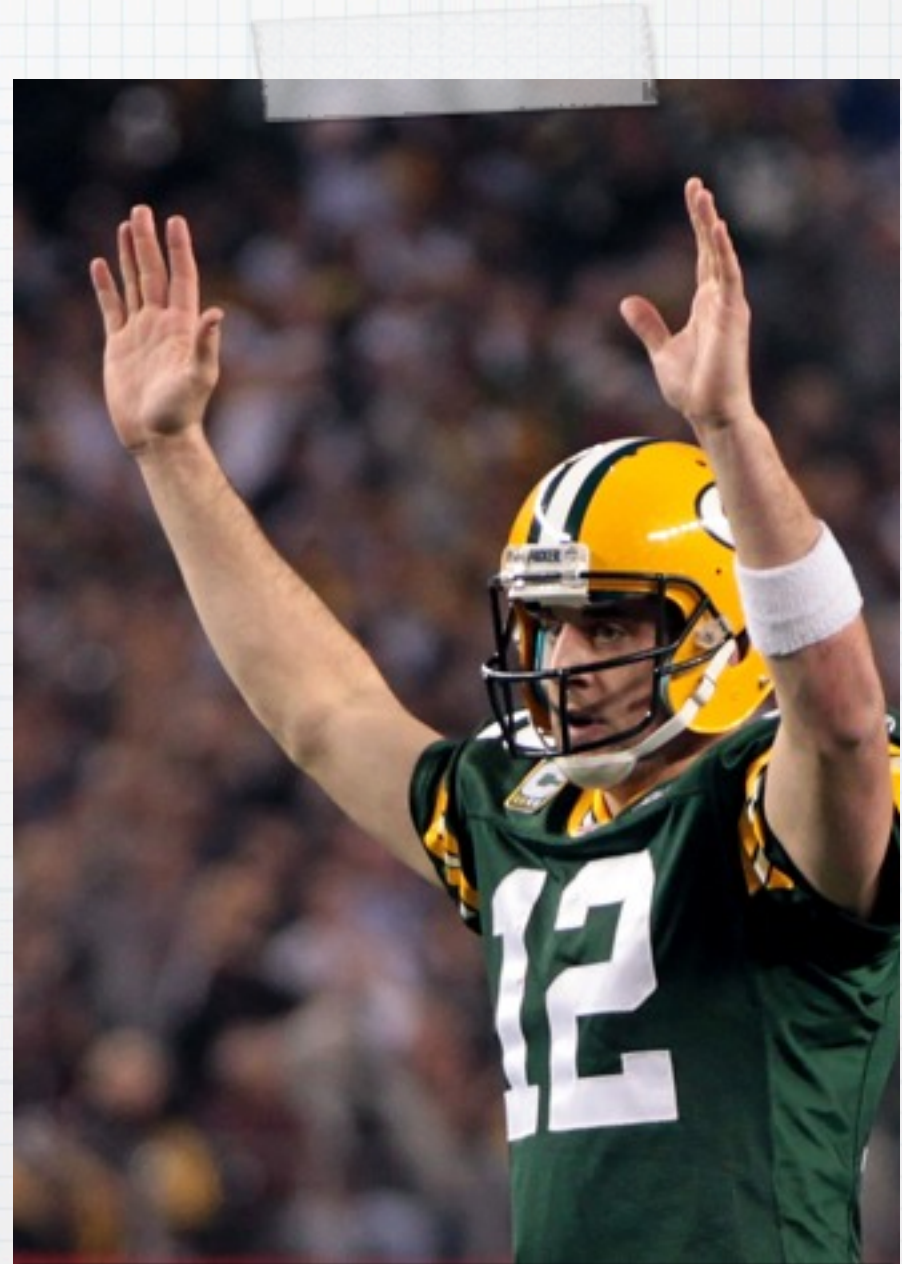
Super Bowl Recap

- * Addison was one of 12 cities serving on the Host Committee for Super Bowl XLV (45) and is already working on the bid for Super Bowl L (50)



Super Bowl Recap

- * Impact on hotel community alone was \$2.5 million regionally:
- * 21:1 ROI
- * 7,350 room nights



Super Bowl Recap

- * Addison Airport was one of DFW's only airports not closed due to snow / ice
- * Housed roughly 200 more aircraft during / post game



Super Bowl Recap

- * “Super Grow” program:
- * Addison Arbor Foundation planted 45 trees along Les Lacs Linear Trail



Super Bowl Recap

- * Addison Restaurants hosted the biggest “Big Game” watch party in North Texas



WITH MORE THAN
170
RESTAURANTS,
22 HOTELS,
TEXAS' #1
GENERAL AVIATION AIRPORT, PLUS
NONSTOP SHOPPING AND NIGHTLIFE.

— IT'S ALWAYS —

GAME TIME
IN ADDISON.

Whether you're coming in for the big game or to make your own fun, Addison has great field position. After all, Addison is just moments from all the top sporting arenas, music venues and entertainment destinations in North Texas. So are you ready to play?

MAKE YOUR PLANS FOR THE BIG GAME AT ADDISONTEXAS.NET

Addison!
WE'RE GLAD YOU'RE HERE

WE'RE SOCIAL:

Hotel Sector



Hotel Sector

- * Our Addison hotels are continuing their gradual recovery

- * Visitor Services Department programs, helped the hotels book over:

- * 62,043 room nights generating

- * \$13.4 million in direct spending in our community last year



Hotel Sector

**SPEND
THE NIGHT
IN ADDISON**



- * Special room night packages during Taste Addison, Kaboom Town!, Oktoberfest, and Worldfest
- * Generated 1,916 room nights valued at \$116,000
- * Taste Addison: rooms for \$45 plus two free tickets to events, and more!

Hotel Sector

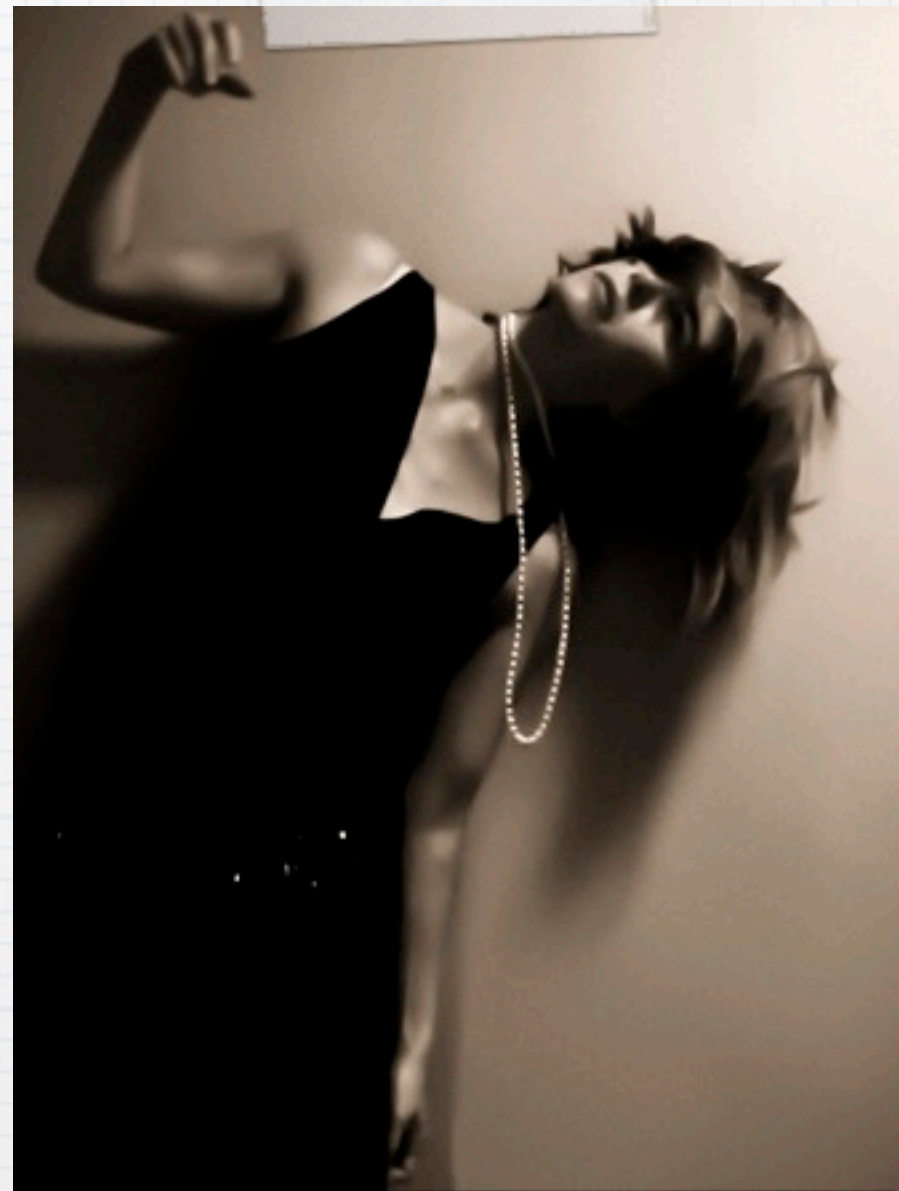
**SPEND
THE NIGHT
IN ADDISON**

- * Spread the word —
tell your friends!
- * addisontexas.net



Addison Centre Theatre & WaterTower Theatre

- * Second Thought Theatre — a new kid on the block!
- * Second Thought hosted 38 performances — 61 season ticket holders



Addison Centre Theatre & WaterTower Theatre

- * WaterTower hosted 26,564 patrons with a season of six productions hosting 190 performances
- * Subscriber-base has grown to more than 2,148 season ticket holders



Addison Centre Theatre & WaterTower Theatre

- * WaterTower wrapped wildly successful and critically acclaimed "Out of the Loop Festival"
- * Broke attendance records for the 10 day festival





Special Events



Taste Addison — May 20-22

- * More fun than ever!

- * Chris Young,
Tracy Lawrence

- * Cody Canada &
the Departed,
Third Eye Blind

- * The Killdares

- * 60 restaurants!





Hosting Residents

Parks — Redding Trail Extension



Existing Trail



Trail Under Construction

Recreation —

Easter Egg Hunt April 16, 10:00am, Les Lacs Park



Citizens Academy Graduates!





Public Communication

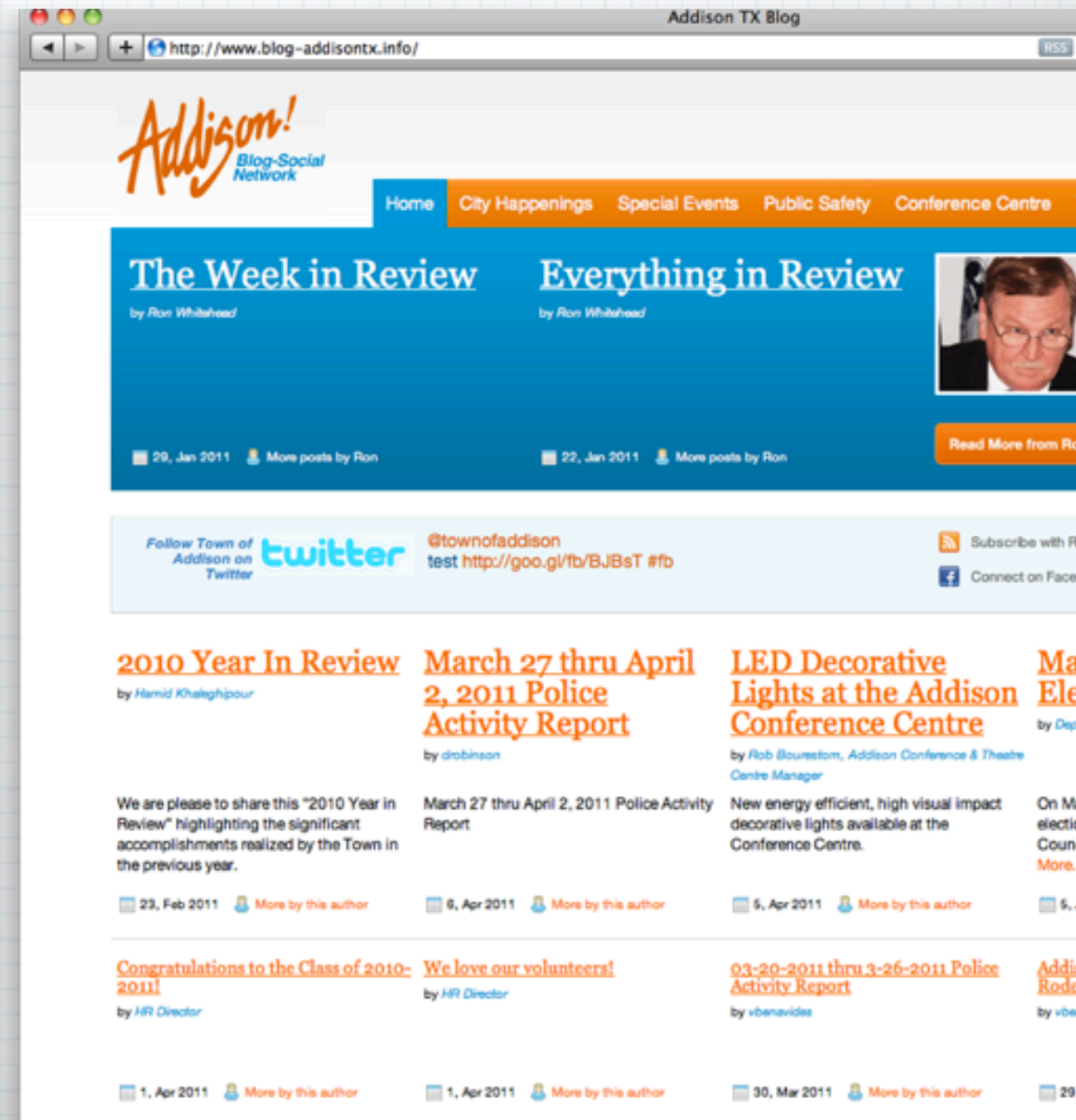
Public Communication

- * We've been blogging, tweeting, posting, following, friending – you name it!



Public Communication

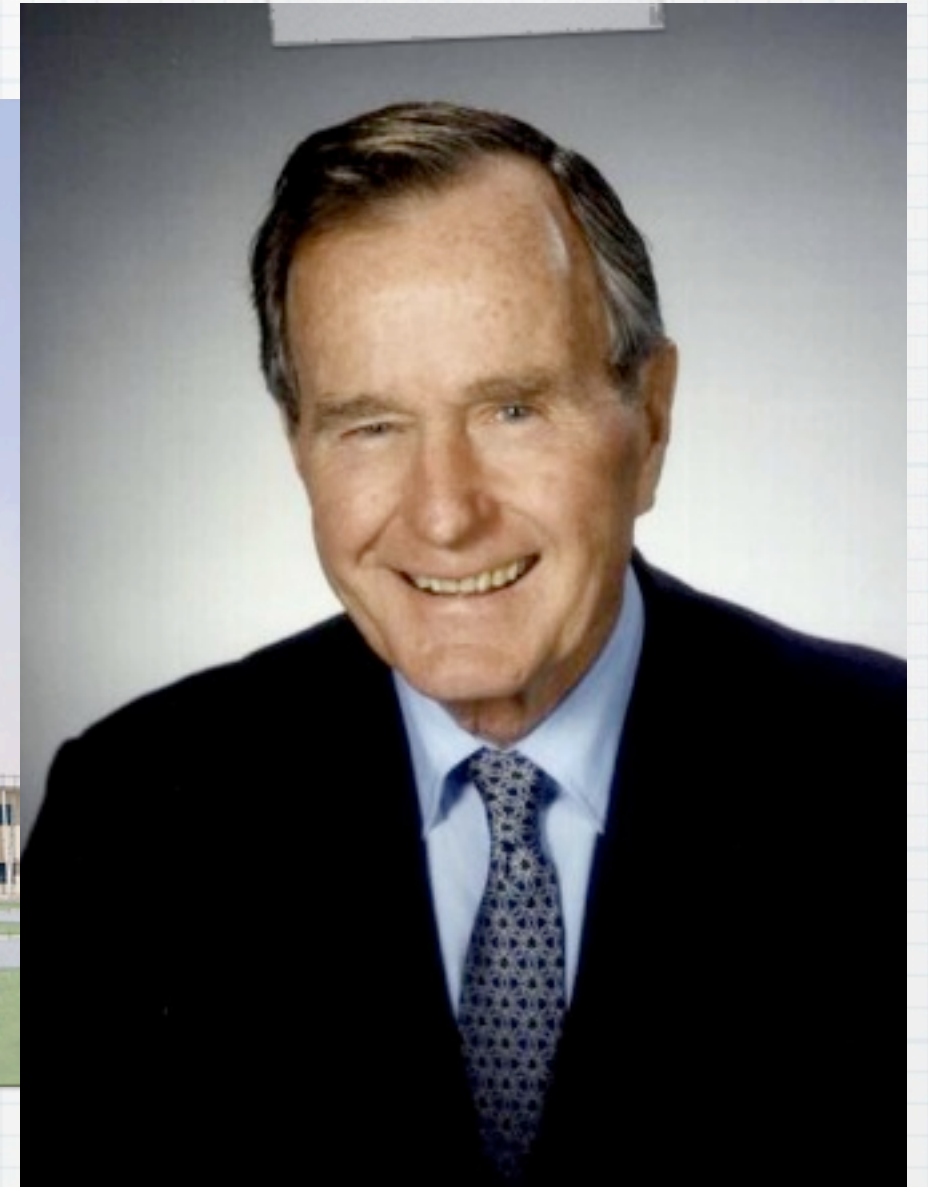
- * We transitioned from a weekly emailed newsletter to blogging by Town staff on our website



Public Communication

- * We're Social for Special Events
- * Catch up and join contests!
 - * Facebook
 - * Twitter
 - * Flickr
 - * Youtube

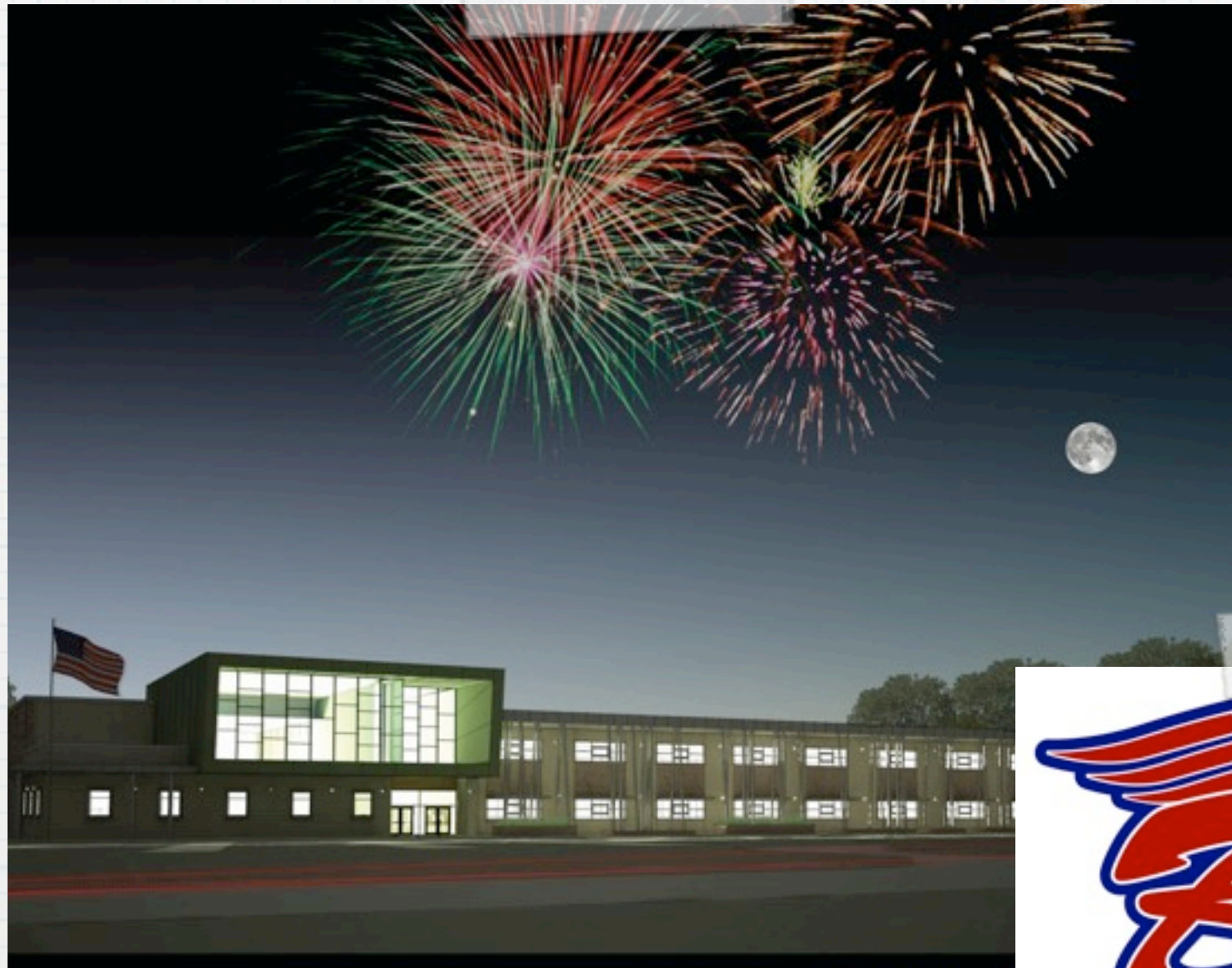




Education

George Herbert Walker Bush Elementary School

Education



Education

- * Mrs. Shavannia Dash
named Principal of
George Herbert
Walker Bush
Elementary



Education

* “Coffee With
Mrs. Dash”

at the Addison
Athletic Club

6:30 – 7:45 PM
on April 20th





Addison!®

WE'RE GLAD YOU'RE HERE

Questions / Answers